

Appln No. 09/575,123
Amdt. Dated November 24, 2004
Response to Office action of October 4, 2004

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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A method of delivering a newspaper or magazine, including:

formatting information of the newspaper or magazine in a computer system;

the information including at least onea plurality of user interactive elements in the form of location-indicating tags that function in cooperation with associated visual elements of the newspaper or magazine, which enables a user to indicate a request for further information relating to contents of the newspaper or magazine by interacting with the elements using a sensing device which is adapted to transmit data indicating the request to the computer system; and

printing the information at a printer networked with the computer system so as to produce the newspaper or magazine, wherein the location-indicating tags and the associated visual elements are printed at the same time.

2. (original) A method as claimed in claim 1 wherein the further information relates to editorial content.

3. (original) A method as claimed in claim 1 wherein the further information relates to advertising material.

4. (original) A method as claimed in claim 3, wherein the advertising material is included in the formatted information on the basis of demographics of the user.

5. (currently amended) A method as claimed claim 1, wherein the newspaper or magazine includes coded data indicative of an identity of the newspaper or magazine and of the at least onea plurality of interactive elements and wherein the data includes receiving, in the computer system, indicating data from the sensing device regarding the identity of the newspaper or magazine and of a position of the sensing device relative to the newspaper or magazine in order to identify the newspaper or magazine and determine when the sensing device is used to interact with the elements.

6. (original) A method as claimed in claim 5, including receiving, in the computer system, movement data regarding movement of the sensing device relative to the newspaper or

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magazine.

7. (currently amended) A method as claimed in claim 6, including the sensing device sensing its movement relative to the newspaper or magazine using the coded data, and identifying the response in the computer system from the movement being at least partially within a zone associated with the interactive elements.

8. (original) A method as claimed in claim 1, wherein the sensing device includes an identification code specific to a particular user and the method includes monitoring use of the sensing device in the computer system.

9. (original) A method as claimed in claim 1, including printing the newspaper or magazine on demand.

10. (cancelled)

11. (original) A method as claimed in claim 10 which includes printing the coded data to be substantially invisible in the visible spectrum.

12. (original) A method as claimed in claim 5, including retaining a retrievable record of the printed newspaper or magazine, the newspaper or magazine being retrievable using the identity data as contained in the coded data.

13. (original) A method as claimed in claim 1, including distributing a plurality of newspapers or magazines using a mixture of multicast and pointcast communications protocols.

14. (original) A method as claimed claim 1, in which the newspaper or magazine is printed on multiple pages and in which the method includes binding the pages.

15. (currently amended) A system for delivering newspaper or magazine, including:

a computer system with a publication server adapted to select and format information of a newspaper or magazine;

a printer for printing the information so as to produce the newspaper or magazine, with at least one a plurality of interactive elements in the form of location-indicating tags that function in cooperation with associated visual elements of the newspaper or magazine, to enable a user to indicate a request for further information relating to content of the newspaper or magazine, wherein the location-indicating tags and the associated visual elements are printed at the same time; and

a sensing device used to indicate the request and adapted to transmit data to the

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computer system.

16. (currently amended) A system as claimed in claim 1415, wherein the publication server is adapted to include at least a portion of the content as advertising material.
17. (currently amended) A system as claimed in claim 15, wherein the advertising material is included with reference to user content preferences.
18. (currently amended) A system as claimed in claim 1415, further including an advertising server for providing the advertising material to the publication server.
19. (currently amended) A system as claimed in claim 1415, further including a registration server where demographic data of the user is stored for access by the publication server, in order to allow the advertising material to be demographically targeted.
20. (currently amended) A system as claimed in claim 1415, wherein the newspaper or magazine includes coded data including data indicative of the interactive elements and identifying data indicating the newspaper or magazine and/or a particular portion of the newspaper or magazine.
21. (currently amended) A system as claimed in claim 19, wherein the computer system is adapted to receive movement data regarding movement of the sensing device relative to the newspaper or magazine, and interpret said movement of the sensing device as it relates to said ~~at least one~~ plurality of elements.
22. (original) A system as claimed in claim 21, wherein the sensing device senses its own movement relative to the newspaper or magazine using the coded data.
23. (currently amended) A system as claimed in claim 1415, wherein the sensing device includes an identification code specific to a particular user and the computer system is arranged to monitor the use of the sensing device.
24. (currently amended) A system as claimed in claim 1415, wherein the sensing device includes a marking nib.
25. (currently amended) A system as claimed in claim 1415, wherein the newspaper or magazine is printed on a surface of a surface-defining structure and wherein the printer prints the newspaper or magazine on demand.
26. (cancelled)
27. (currently amended) A system as claimed in claim 1920, wherein the coded data is substantially invisible in the visible spectrum.

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28. (currently amended) A system as claimed in claim ~~1920~~, including a database for keeping a retrievable record of each newspaper or magazine generated, each newspaper or magazine being retrievable by using its identity, as included in its coded data.

29. (currently amended) A system as claimed in claim ~~1415~~, wherein the printer includes a binding means for binding the newspaper or magazine in the event the newspaper or magazine includes a plurality of pages.

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